MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018 SESSION

BAE1834 - ENGLISH FOR BUSINESS STUDIES

(All groups/sections)

21 OCTOBER 2017
9.00 am - 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **SIX** pages with 3 sections only.
2. Answer **ALL** questions.
3. Write all your answers in the answer booklet.

SECTION A: READING COMPREHENSION [25 MARKS]

Instructions: Read the passage carefully and answer ALL questions that follow.

Don't Look for a Great Idea. Look for a Good Problem.

1 At the centre of every significant innovation is always an idea. Clarence Birdseye's idea about freezing fish revolutionised the food industry and American diets. Charles Schwab's idea about flat commissions changed investing forever. Steve Jobs's idea about creating a device that is able to hold 1,000 songs in your pocket increased Apple's fortunes.

2 However, we should not confuse a great idea with where it came from. [1.] The best ideas come in response to an important problem and thrive under constraints.

3 In researching my book, Mapping Innovation, I found that the most innovative firms are not necessarily more creative or even better at solving problems than most. Rather, what set them apart was how they aggressively sought out new problems to solve. The truth is that if you want to create a truly innovative culture, it is not ideas you should glorify, but problems.

4 No doubt, every era comes with its own unique problems. For the past 20 or 30 years, we have mostly been occupied with finding new applications for technologies built in the 1950s and 1960s, like microchips, relational databases, and the internet. That effort spawned entirely new industries, such as personal computers and e-commerce.

5 Yet today, many of those old paradigms are running out of steam. Moore's Law is slowing down and will soon grind to a halt, open software has created the need for updated database structures, and the internet has been shown to be dangerously insecure. Solving each of these problems will create fantastic new business opportunities.

6 Consider the case of quantum computing, which has the potential to be much more powerful than current technology. A full-scale commercial version is probably still five to 10 years away but is already being tested in diverse areas such as medicine, financial services, and artificial intelligence. It will also create enormous problems to be solved. For example, it will cause current encryption technologies to become obsolete, so business will have to invest in quantum safe encryption. [2.]

7 And that is just one example. Take a look at the Gartner Hype Cycle and you will find dozens of emerging technologies that will have an impact over the next decade. Each one comes with its own problems to solve and each problem represents new business opportunities whereby in some cases, entirely new industries will be created.

8 Anyone who takes even a casual look at the future cannot help but be bewildered. These days, even teenagers can build websites and smartphone apps, but highly trained specialists struggle to understand the implications of emerging technologies like genomics, nanotechnology, and robotics. That presents a dilemma for business leaders: How can you plan for a future you cannot predict?

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9 The simple answer is you cannot and you should not even try. Technology today moves so fast and in so many directions that those who think they can truly see the future are just fooling themselves. However, what you can do is uncover problems related to your business, your customers, and new emerging markets.

10 That is one thing that truly great innovators do differently. They constantly seek out new problems. 3. . Experian set up its DataLabs unit to identify problems its customers are having which they can turn into new businesses. Google's "20 percent time" policy acts as a human-powered search engine for valuable problems. The truth is that it is more important to explore than to predict. To create anything that is truly pathbreaking, you need to look for it in new places.

11 In the 20th century, business management was mainly the art of strategic planning. You gathered information about markets, competitors, and other trends and then planned accordingly. Strategy was like a game of chess. 4. .

12 Yet today, technology cycles move faster than planning cycles ever could, so we need to take a more statistical approach to strategy. Instead of trying to get every move right, which is impossible in today's environment, we need to try to become less wrong over time. Basically, we need to treat strategy like a role playing game, taking quests that earn us experience and artifacts along the way.

13 That means that we will need to plan differently. In addition to strategic planning, or planning based on things we know or think we know, we need to start innovation planning, or planning based on things we need to learn to solve new and important problems. That is how you quest. You do not plan the journey as much as you prepare for it.

14 And that is what makes ideas like those of Birdseye, Schwab, and Jobs so great. 5. . So if you want to innovate, do not look for a great idea. Look for a good problem.

Adapted from Satell, G. (2017, April 1). *Don't look for a great idea. Look for a good problem.* Retrieved from https://www.inc.com/greg-satell/if-you-want-to-innovate-you-need-to-focus-on-this-one-thing.html

Author's Profile

Greg Satell is an author, speaker and adviser, who frequently contributes to Harvard Business Review and other A-list publications. He speaks and writes frequently on a variety of subjects, including innovation, organisational dynamics and brand publishing. His first book, Mapping Innovation, was published by McGraw-Hill in May 2017.

Previously, Greg spent 15 years in media businesses in Eastern Europe. He also served as a senior officer for Zenith Optimedia and Moxie, both part of the Publicis Groupe, one of the world's leading marketing communications firms.

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Question I (5 marks)
Instructions: Decide which of the sentences (a) – (e) best fits in each of the boxes labelled 1-5 in the passage.

a. You planned each move in response to a changing board and in anticipation of a competitor's moves. [ ]

b. Because quantum computers work fundamentally differently than classical ones, new computer languages and software protocols will need to be devised. [ ]

c. They solved important problems that people cared about. [ ]

d. Truly useful ideas do not arise from out of the ether or through fancy techniques like brainstorming or divergent thinking. [ ]

e. IBM routinely sets up grand challenges like beating humans at Jeopardy. [ ]

Question II (5 marks)
Instructions: Find a word in the passage for each of the meanings below.

a. original and creative in introducing new ideas or methods (Paragraph 3)
b. generated or resulted in (Paragraph 4)
c. outdated and old-fashioned (Paragraph 6)
d. effects or consequences (Paragraph 8)
e. explore and search for something (Paragraph 13)

Question III (5 marks)
Instructions: For each statement, write (F) if the statement is a fact and (O) if the statement is an opinion.

a. Steve Jobs's idea about creating a device that is able to hold 1,000 songs in your pocket increased Apple's fortunes. [ ]

b. Solving each of these problems will create fantastic new business opportunities. [ ]

c. Anyone who takes even a casual look at the future cannot help but be bewildered. [ ]

d. Technology today moves so fast and in so many directions that those who think they can truly see the future are just fooling themselves. [ ]

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e. Experian set up its DataLabs unit to identify problems its customers are having which they can turn into new businesses. [ ]

Question IV (10 marks)
Instructions: Answer the following questions in complete sentences.

a. What discovery did the author make about innovative firms? (2 marks)

b. In line 19, what does the idiom "*running out of steam*" mean? (1 mark)

c. Describe the dilemma faced by business leaders and explain why this is so. (2 marks)

d. What does the author mean by taking "*a more statistical approach to strategy*" (line 59)? (2 marks)

e. How does strategic planning differ from innovation planning? (2 marks)

f. Which of the following describes the overall tone used in the passage? (1 mark)
   A. Neutral
   B. Cynical
   C. Optimistic
   D. Encouraging

SECTION B: CRITIQUE WRITING [10 MARKS]

Question I (10 marks)
Instructions: Based on the reading text, evaluate the author's and text's **validity, objectivity** and **credibility**. Support your answers with detailed elaboration and provide evidence from the text where necessary. Write your answers in 200 – 250 words.

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SECTION C: LANGUAGE FOCUS [25 MARKS]

Question I (15 marks)
Instructions: Construct a concise sentence based on each set of sentences below.

Example: (0) In the month of April, we detected a quality control issue. It was instructed by the CEO that this item be presented by the manager at the next board meeting.
The CEO instructed the manager to present the quality control issue detected last April in the next board meeting.

a. Dropbox Inc. runs a business focusing on data-sharing. It was founded in 2007 by Drew Houston and Arash Ferdowsi. They are graduates from Massachusetts Institute of Technology (MIT). (3 marks)

b. It is hoped that we will manage to uncover the real cause behind the drop in sales during the recent festive season. A taskforce has been formed with the purpose of looking into this matter. (3 marks)

c. At the present time, the Halal Industry Development Corporation (HDC) is working on the production of halal vaccines. At the same time, it is also in the process of taking over a vaccine facility located in Denmark. (3 marks)

d. The majority of middle income earners do not have the resources to acquire more knowledge on how to manage their finances. Apart from that, they also have little free time to pursue such knowledge. (3 marks)

e. Soybean is a key substitute to palm oil. According to Barnabas Gan, who is employed as an economist from OCBC, soybean production is expected to grow higher due to strong yields in recently-harvested areas especially in Brazil. (3 marks)

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Question II (10 marks)

Instructions: Using the word given in capital, add a suitable affix or affixes that fit(s) each blank on the same line. The first one has been done for you.

Ride for Malaysia participants are in for a **(0)refreshing** treat, as they will get to quench their thirst with Oishi Green Tea. This is because F&N Beverages Marketing Sdn Bhd is sponsoring RM6,000 worth of the Oishi Green Tea **(a)**_____ Flavour beverage.	**FRESH** **ORIGIN**
"Oishi is fairly new to the market, so we hope to create greater **(b)**_____ of this ready-to-drink green tea among the cyclists," said F&N Services (F&B) Sdn Bhd sports **(c)**_____ manager, Engku Isyamuddin Tuan Losin.	**AWARE** **MARKET**
Oishi, which means "delicious" in Japanese, is brewed from 100% organic tea leaves grown on organic **(d)**_____. The leaves are brewed using a signature recipe that captures the authentic yet delicate taste of Japanese green tea. Isyamuddin said the **(e)**_____ is an extension of F&N's close working relationship with The Star, having stepped in as a sponsor for numerous events over the past few years.	**PLANT** **SPONSOR**
Organised by Star Media Group and property **(f)**_____ Sunsuria Bhd, Ride for Malaysia will flag off at 6.30 am on July 30 at Sunsuria City, Putrajaya. It consists of a 30 km Fun Ride along beautiful, **(g)**_____ routes and a Family Ride of 5.5 km. The top three cash prizes for the 30 km ride are RM3,800, RM2,800 and RM1,800, while those who finish **(h)**_____ to 50th positions will also receive cash prizes ranging from RM1,000 to RM50.	**DEVELOP** **SCENE** **FOUR**
All registered participants will receive a goodie bag comprising a T-shirt, drawstring bag, towel and a six-month **(i)**_____ to The Star ePaper. The first 1,500 participants who register for the family ride will also receive tickets from Golden Screen Cinemas. As **(j)**_____ will not be available for rent at the venue, participants and their children are required to bring their own.	**SUBSCRIBE** **CYCLE**

Adapted from refreshing treat for cyclists (2017, July 15). *The Star*, p. 16.

End of Paper